

**METHOD OF SUPPORTING CUSTOMIZABLE  
SOLUTION BUNDLES FOR  
E-COMMERCE APPLICATIONS**

**ABSTRACT OF THE DISCLOSURE**

5           A method for defining and using customized bundled sets of products  
and services, associated with special characteristics such as discount pricing  
and industry personalized solutions, enhances revenue of web-based  
e-commerce applications. The consumer is provided the option of customizing  
the selection of individual marketable items into a bundle that best suits their  
10   need by implementing methodologies and tools that support the partitioning of  
a master product catalog into distinguished subsets called customizable  
solution bundles, that possess unique properties, business rules, and element  
characteristics. A customizable solution bundle presents significant  
advantages to both the vendor and to the consumer. For the vendor, this  
15   method allows the marketing organization to maximize profit and inventory  
control by assigning special price incentives to products and services  
contained within the solution bundle. In addition to the benefit of price  
incentives, the consumer is able to adapt, modify and customize a solution  
from a given set products and services known to achieve an end-to-end  
20   business solution for their industry.